

**A Real
Investment
at Last!**

Unlimited Possibilities For PROFIT MAKING

**First Purely
Canadian
Breakfast Food**

IN THIS NEW CANADIAN INDUSTRY

Vitomen Cereal Limited

is the name of the new company organized to profit by the high quantities of Canadian grain now passing through the Port of Vancouver. The Company has purchased from the Manitoba Grain Company, Limited, the site at 285 First Avenue East, Vancouver, B. C. and the Manitoba Grain Company is building 40 feet by 140 of solid mill construction. This building will be included in the sale and transfer of properties from the Manitoba Grain Company Ltd. to Vitomen Cereal Limited. In addition to this Vitomen Cereal Limited will build an elevator and ware house at later date, plans of which are already out, for the purpose of continuing and extending the original business of the Manitoba Grain Company Limited. The Company owns and controls the right to manufacture and sell in Canada, and to export to all parts of the British Empire and elsewhere, the new cereal food product known as "Vitomen Shreds." This company also holds the right to use the copyrighted name "Vitomen" on all the other food products to be manufactured by it. The control of Vitomen Cereal Limited is not in the hands of a few people, as 350,000 of our 500,000 shares capitalization will be offered to the Canadian public at the par value of \$1.00 per share. All shares are common, each carrying a vote in the effective management of the company and participating equally in the earnings.

A new industry, operating under a Dominion Charter combining the operation of an Elevator, Grain, Cereal and Feed business with the manufacture and marketing of an Entirely New Balanced Breakfast Food—an industry with an almost unlimited market and vast possibilities for profitmaking—the Public is invited to co-operate and share in this great opportunity.

UNLIMITED POTENTIAL MARKET

Vancouver has been selected for the location of the first factory for the manufacture of Vitomen Shreds. Grain is there in abundance. Other components are available close at hand, reducing transportation costs on raw materials to a minimum. It is intended to develop the Canadian market first, extending it thereafter to Great Britain and the entire British Empire. The plant in Vancouver now being built and equipped at a cost of some \$50,000 will care for an initial production of 1,000 cases of Vitomen Shreds daily, each case containing twenty-four standard size packages.

MANAGED BY THE RIGHT MEN

Vitomen Cereal Limited will be controlled and directed by western business men, experienced and successful in the grain trade and the allied manufacture of cereal foods. This is important, it means intelligent, efficient and economical management and substantial profits to the shareholders. The president of the company, Mr. J. W. Langs, is a Vancouver manufacturer of long standing and experience. Mr. G. M. Geiger, vice-president, formerly of Seattle, has been a cereal manufacturer for many years past. The secretary-treasurer, Mr. E. T. Matchett, of New Westminster, is experienced in the grain and retail trade. The services of these men are invaluable to the company. Their combined experience should surely bring success to such an undertaking.

INVESTIGATE FULLY

Consider the possibilities of profit-making in this undertaking for YOU. Mail the coupon today for complete information as to this co-operative and profit-sharing organization.

VITOMEN CEREAL LIMITED

314, Maclean Block, Calgary, Alta.

Bankers—Can. Bank of Commerce, Auditor—Hamer & Beattie, Bank of Toronto Bldg., Vancouver. Solicitors—W. H. Patterson, Vancouver. Architect for Buildings—J. C. Colquhoun & Co., Ltd. Head office 414, Vancouver Bldg., Vancouver, B. C. Branch office at Regina and Winnipeg.

VITOMEN SHREDS

The New Balanced Breakfast Food

will be one of the chief products of Vitomen Cereal Limited. Vitomen Shreds being a highly nutritious breakfast food that provides well balanced diet of all the necessary elements for bodily nourishment. It is a well established scientific fact that no one meat, grain, vegetable or fruit can supply a sufficient amount of vital food elements required daily to build up nerves, brain, glands and tissues. The ordinary breakfast food cannot do it. This is where Vitomen Shreds steps in with its scientifically balanced content that forms a complete food by itself. Vitomen Shreds consist of finest whole wheat, celery, lettuce, spinach, alfalfa, leaf flour, yeast, butterfat, organic salts and honey. Besides being so highly nourishing, Vitomen Shreds are delightfully appetizing and palatable. In fact, they are the ideal breakfast food, the only one now on the market which forms a complete balanced diet without the addition of other ingredients. Unquestionably such a product only needs judicious and persistent advertising and distribution to give it first place on the breakfast tables of all Canada and the entire British Empire.

FIRST PURELY CANADIAN BREAKFAST FOOD

The manufacture of ready to serve breakfast foods has never before been attempted in British Columbia, nor in Eastern Canada, except by subsidiaries of the great American companies which have built up huge fortunes for their founders and shareholders. Such a concern will become a substantial factor in Canada's industrial life. It draws its materials from the wheat fields and gardens of the prairies. It will also provide through the payroll of its manufacturing plant a large and constant contribution to the business of the west.

COUPON

To Vitomen Cereal Limited,

314, Maclean Block, Calgary, Alta.

I wish to have full information on Vitomen Cereal Limited, including estimate of consumption and probable profits.

Name _____
Address _____

CLIP IT NOW

HIGH PROFITS!

are being made by other similar companies, paying enormous dividends to their shareholders.

The profits by the American breakfast food manufacturers are almost unbelievable! High fortunes have been amassed and are still being made, as the following figures demonstrate:

\$500 in Kellogg Corn Flake Co. pays 100 p.c. daily

\$500 in Postum Cereal Co. has returned \$124,535

\$500 in Shredded Wheat Co. is worth \$50,000

\$500 in Cream of Wheat Co. is worth \$140,000

The following extract from "Saturday Night" of March 20, 1926, also makes interesting reading:

"SHREDED WHEAT COMPANY'S INCOME:
The Shredded Wheat Company of Canada reported at its annual meeting in Niagara Falls on February 19th, its gross income for the year of \$1,827,274. Dividends amounting to \$1,000,000 will be divided among the shareholders. After the present quarter of the financial year is closed every shareholder will receive four shares for his present share. The company wrote off \$200,000 for goodwill. Although the profits for the year were greater than last year, the dividends were lower because of the fact that the new factory was built and equipped out of income.

To The OLD COUNTRY

Via



**FOR CHRISTMASS
AND NEW YEARS**

Special Xmas. Sailings

DEC. 7 S.S. MONTROYAL LIVERPOOL
DEC. 11 S.S. METAGAMA GLASGOW-LIVERPOOL
DEC. 15 S.S. MONTCALM LIVERPOOL
DEC. 16 S.S. MINNEGOA QUEBEC-SOUTHAMPTON ANTWERP

SPECIAL SLEEPING CARS

Will be operated through to the ship's side at West Saint John for the above sailings.

Book Early for Choice Accommodation

Have the ticket agent of the Canadian Pacific, give you full information.

CANADIAN PACIFIC

JOHN BOYD, LL.B.

**Barrister Solicitor
and Notary Public**

**GLEICHEN, ALBERTA
(SUCCESSOR TO R. & COBET)**

**M. W. MacDONALD, LL.B.
BARRISTER-AT-LAW
ARROWWOOD, ALBERTA**

Collects a specialty.
Estates, Loans, Insurance, Bail, Fines

INVESTMENTS — FARM LANDS

DR. A. W. BOWLES

M.D.C.M. McGill, M.C.P.A. Alta.

Physician

and Surgeon

Phone Office 41, Residence 40

GLEICHEN

ROY M. ALLEN

Licensed Auctioneer

— and Valuator —

Will Sell anything You have

or own

Phone Rural, Milo

CLUNY P.O., ALBERTA

Secretary-Treasurer.

Men's trousers seldom bag at the knees and the pockets at the same time.

The Hebridean emigrants who are leaving their lone shillings and pence islands for a new life in Canada have, curiously enough, hitherto been ignored by the novelist, although the romance of this migration, extending over a hundred years provides a wonderful field for fiction. The extent of this field has now been realized, however, in the new novel "Eye of a Gypsy," by the Canadian writer John Murray Gibson, who is the well-known author of "Drum Alley," etc. and Iwan of Publishers of the Canadian Pacific Railway.

Action should be taken by the author to be the first to take the book to shorten the open season for hunting deer and moose, according to David Hunter, well known writer on animal and wild life and prominent hunter and angler. Mr. Ripley also believes that the deer season is too early as in September the deer are still in their red coats, and their numbers are only conserved through their ability to hide among the leaves of the underbrush which have not yet fallen. He believes that the scarcity of this game will result from the legally season.

The Earl of Clarendon, Under Secretary of State for Dominion Affairs in the British Government, who has been touring the Dominion investigating the conditions under which the 300-familial scheme from Great Britain is working out, declared, in an interview at the Canadian Pacific Windsor Street Station at Montreal recently, that one of the greatest things upon which the success of the scheme depended was the loyalty and cheerfulness of the mothers of families brought out to Canada to be the mothers of the Canadian-born children.

Lordship also a special tribute to the type of women brought out under this scheme whom he had met during his personal visits among immigrant families.

**WHEN IN CALGARY
STOP AT**

THE NEW

Imperial Hotel

2nd Street East and 9th Ave.

Recently
Renovated and Re-Modelled
Running Hot and Cold Water in
Every Room

RATES: \$1.50 and \$1.75 A DAY

SPECIAL RATES BY WEEK

Shower Baths

GEO. A. ANTHONY, Prop.

GLEICHEN HOSPITAL

MRS. A. V. COCKS, R.N.

(Registered in the Province of Saskatchewan and Alberta.)

Nurse in Charge

104 P.M. and 7 to 9 P.M.

PHONE 35 DAY OR NIGHT

P.O. BOX 141

MISS E. FRANKTON

Maternity Nurse

Box 70, Phone 104

GLEICHEN, ALBERTA

SIMMONS

Beds, Mattresses and Springs

BEDS—Round pillars, white enamel finish \$8.00

Square pillars, walnut finish \$17.00

MATTRESSES: Wood fiber between layers of colored felt \$7.50

Soft filling, upholstered with French rolled edge \$10

"Ostermeyer" Highest grade felt made \$25.00

SPRINGS—Constructed of highest grade single cone, tempered steel, coil spring \$8.50

Same as above, but with special interlocking top and fitted with steel braces \$10.50

"Slumber King" The spring that will not sag. Flexible steel braces \$11.75

Any of the above designs can be procured to make a complete outfit. You are invited to look over our catalogue for designs to suit your purpose, should they not be enunciated.

McKAY HARDWARE CO.

GLEICHEN, — — — — — ALBERTA

(Registered in the Province of Saskatchewan and Alberta.)

Nurse in Charge

104 P.M. and 7 to 9 P.M.

PHONE 35 DAY OR NIGHT

P.O. BOX 141

MISS E. FRANKTON

Maternity Nurse

Box 70, Phone 104

GLEICHEN, ALBERTA

If you want

Insurance

GET THE BEST

See the Old Established Firm

HENDERSON & MALLORY

GLEICHEN, Alberta, —

TENDERS FOR SCHOOL HOUSE DEPOT will then be refused. A

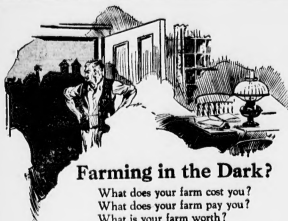
marked cheque for five per cent of the amount of tender should be enclosed with each tender as a guarantee that name is bona fide.

The lowest any tender will not necessarily be accepted.

G. E. HARP, Secretary-Treasurer.

Plans and specifications may be obtained from Secretary-Treasurer on P. O. Shoolhouse. Nearest Station payment of a deposit of \$5.00. Plans Shoolhouse. Miles distant three-quarter.

must be returned within 24 hours, and are.



Farming in the Dark?

What does your farm cost you?
What does your farm pay you?
What is your farm worth?
How much do you owe?

By using our Farmer's Account Book you can find an answer to these questions. Ask for a copy.

The Royal Bank of Canada

Gleichen Branch D. Hutchison, Manager

We Specialize in !! COAL !!

THAT SATISFIES IN QUALITY and PRICE

BECAUSE:—

- 1.—We buy direct from the mine and have our own delivery.
 - 2.—We deliver off car whenever possible, saving an extra handling.
 - 3.—We have no agent's commission to pay or any wholesaler's charges.
- That's why we sell the best coal for less.—

It will pay you to see us for your winter's supply of Newcastle Coal. We will have coal on tracks every day now.

R. S. McQUEEN

PHONE 37 GLEICHEN

Freshman Masterpiece Radio IS

THE GRATEST VALUE EVER OFFERED IN A RADIO SET

Call and See the 1927 Model Batteries, Tubes and Accessories for all makes of Radios.

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GLEICHEN, ALBERTA

T. H. Beach Auctioneer

Sales Conducted any place in the Province

FOR TERMS

Enquire at Gleichen Horse Show Office phone 3

GEO. W. EVANS

Undertaking And Embalming

MOTOR HEARSE

Artificial flowers always on hand. Weather extremes will not effect these flowers in any way.

GLEICHEN, ALTA.

TOWN AND DISTRICT

At last a full week of ideal harvest weather and the balmly outlook remains.

It looks good to see those big grain tanks wending toward the elevators once more.

Over 100,000 poppies are to be disposed of in Alberta for Armistice Day by the Can-Sun Legion.

With the present grain prices considered Gleichen grain growers may expect fully as much cash for their products as last year.

The ladies of the United Church Circle have decided to hold their annual Xmas sale on Saturday, Dec. 6, in the Gleichen Community Hall Club Rooms, at 3 p.m.

On Friday, Nov. 12th, a Thanksgiving supper will be given in the Gleichen Community Hall Club Rooms, at 6 p.m., by the ladies of the Gleichen United Church Circle.

The wild ducks are evidently leaving the country and so, going south for all the night hunters report that the birds are getting more scarce every day. The geese are around in huge numbers but the problem is to get a shot at them.

Howard James has been engaged to take charge of J. C. Melvin's grocery department from Nov. 1st. During Mr. James' twelve years experience in different Gleichen stores he has become a very popular grocery man and his many friends will be remaining to him.

Agent Geo. H. Gooderham is attending the Annual Stock and Poultry Show at Calgary this week with twenty-five head of cattle from the Blackfoot Indian Reserve and already has captured a third prize and it is said that had the cattle been decorated they would have had a very good chance of securing the grand championship.

Communicated: A very pretty wedding took place in Holy Trinity church, Patricia D. J. Wednesday, Oct. 1st, when the Rev. Canon Stocken, now of Victoria and for nearly forty years missionary of the Blackfoot reserve at Gleichen, assisted by the rector, Rev. Hughes, united in marriage Louise Elizabeth Buckley, second daughter of Mr. John C. Buckley of Gleichen, and Mr. Wm. Carlin Jones of Vancouver, son of Mr. Wm. Jones and the late Mrs. Jones of Wilton, Sask.

The bride, who was given away by brother-in-law, Mr. J. C. Hughes, looked charming in a dress of shell pink georgette over mauve satin, embellished with seed pearls and brilliant. Her only ornament was a pendant of amethysts. She wore a beautiful embroidered Brussels net veil, which was eighty-five years old. The veil was caught beneath a wreath of orange blossoms. She carried a bouquet of opelia roses with streamers of white tulle.

The bridesmaid was Miss Mabel Humphries, of Victoria. The flower girl was Miss Maribel Malcolm, of Victoria. The groom was supported by Mr. Sidney Roberts of Victoria, as best man, Dr. Hodgson, F. R. S. A. of Victoria played the wedding march.

ST. ANDREW'S CHURCH

Sunday School 11 a.m.

Evening prayer 7:30 p.m.

REV. C. R. DANIELS,

Incumbent.

Harvest Thanksgiving Services will be held in St. Andrew's Church on October 31st. A full announcement will be made next Sunday evening.

St. Andrew's Ladies Auxiliary spent a pleasant afternoon last week at the home of Mr. Pifer. At the end of the business meeting, Mrs. Pifer and Mrs. H. Buckley served a lovely tea.

Notwithstanding as many of our children being laid up with colds we were glad to see such a large number out to Sunday School last Sunday morning, and we sincerely hope the rest of our children will soon be well again and back in their old places in the school.

NOTICE

All customers having Cash Dish-Count Bonds of Geo. Matthews Ltd. can have same redeemed by taking them to J. C. Melvin Store not later than Oct. 30.

Geo. Matthews Ltd.

Here and There

Victoria—Twenty head of grade Oxford cows, two years old, from Moyne Island, have been sold to Japanese buyers. This makes a new departure in the sheep industry of the island, being the first of the home production to be sent to Japan.

It is estimated that southern British Columbia will produce 327,000 boxes of apples this season, this is about 700,000 boxes more than last year's production. Arrangements are being made for a heavy export business to Great Britain, as well as to the Prairies and Eastern Canada.

A regular aerial mail service has been established between Ooska in Japan and Dairi in South Manchuria, two Japanese built "Kawanishi" planes being used. This service is daily, and is being sponsored by the "Ooska Mainichi" one of the largest newspapers in Japan whose aviators recently flew to Berlin.

Moose Jaw—One thousand head of Western Canadian light horses purchased for the Soviet government were assembled here. The horses, which are all light, are being bought for the Russian government with Russian funds placed in Canadian banks for that purpose. A similar purchase was made last year and the repeating of the order indicates satisfaction with the Canadian stock.

The increase in the net profits of the Canadian Pacific Railway for the first eight months of the year ending August 31st is \$6,418,574 according to a financial statement issued at the headquarters of the Canadian Pacific at Montreal. This is the increase in profits as compared with the profits for the same period in 1925. The increase in the gross earnings over the same period in 1925 is stated at \$12,691,764,577.

"Hell-Bound Canyon," the scene of a dramatic incident in John Murray Gibbon's novel "Eyes of a Gypsy" is the actual name of a remote valley in the Canadian Pacific Rockies as known to the guides and hunters, although the Geographic Board of the Canadian Government has just changed it to a less romantic name—"Canaan Creek." The reason for the change in name is that there is another Hell-Bound Canyon in the Rockies which claims a prior right to the name.

The Ancient and Honorable Artillery Company of Boston, one of the oldest military organizations in the United States, being founded as an offshoot of the famous Artillery Company of London, in 1530, held their 392nd annual field day and march past at Montreal, arriving at the Canadian Pacific Place Viper Station on October 2nd. About 250 members of this organization, representing the oldest families in the State of Massachusetts, took part in this event.

BUY YOUR—

PREMIER TREES, SHRUBS,

NOW

W. SUTHERMEISTER,

Phone 44 Gleichen

Agent

CALGARY NURSERIES

THIS WEEK'S SPECIAL SHOWING

Our New Flannel Dresses

for Ladies in beautiful styles and in very catchy quotations from 55c. to \$1.00.

New Fall Coats

for Children in splendid assortment, ages 2 to 4 years.

RAMSAY MERCANTILE Ltd.

"GLEICHEN'S LIVE STORE"

AN ANNOUNCEMENT

I wish to remind all that the Crown Lumber Co. has taken over the lumber, coal and business of the Revelstoke Sawmill Co. and is now ready to give you the best of service. Our coal is the best and our prices right.

We will appreciate your business.

A. O. VARNER, Manager,

CROWN LUMBER CO.

GLEICHEN ALBERTA

Official Motion Picture of
Jack Dempsey and
Gene Tunney Fight
Friday, November 19
Gleichen Community Hall at 8:30 P. M.

for Economical Transportation

CHEVROLET

First to get away!

YOU'LL find the smooth Chevrolet always in the front of the crowd when it comes to the night of the word "get away."

Chevrolet run rings around long cumbersome cars—waving in and out of traffic with an ease that is almost magical. Chevrolet may be turned completely around in the width of an ordinary road. It can be parked with ease in a surprisingly small space. It will gather speed on hills where bigger, costlier cars can see down.

And always

H. T. NIXON, SALES MANAGER

A. L. BURROWS, Dealer, GLEICHEN

The Chevrolet driver knows that, pulsating quietly beneath the hood, is abundant power that will not fail him in an emergency, while Chevrolet, above any car in its class, possesses the smoothness that makes driving—either fast or slow—a source of pleasure and satisfaction.

The Smoothest Chevrolet in Chevrolet history is selling at the Lowest Price. Chevrolet has never been so cheap.

Let your Chevrolet dealer arrange a demonstration and you will see the difference between the GMAC Deferred Payment Plan



CF-416